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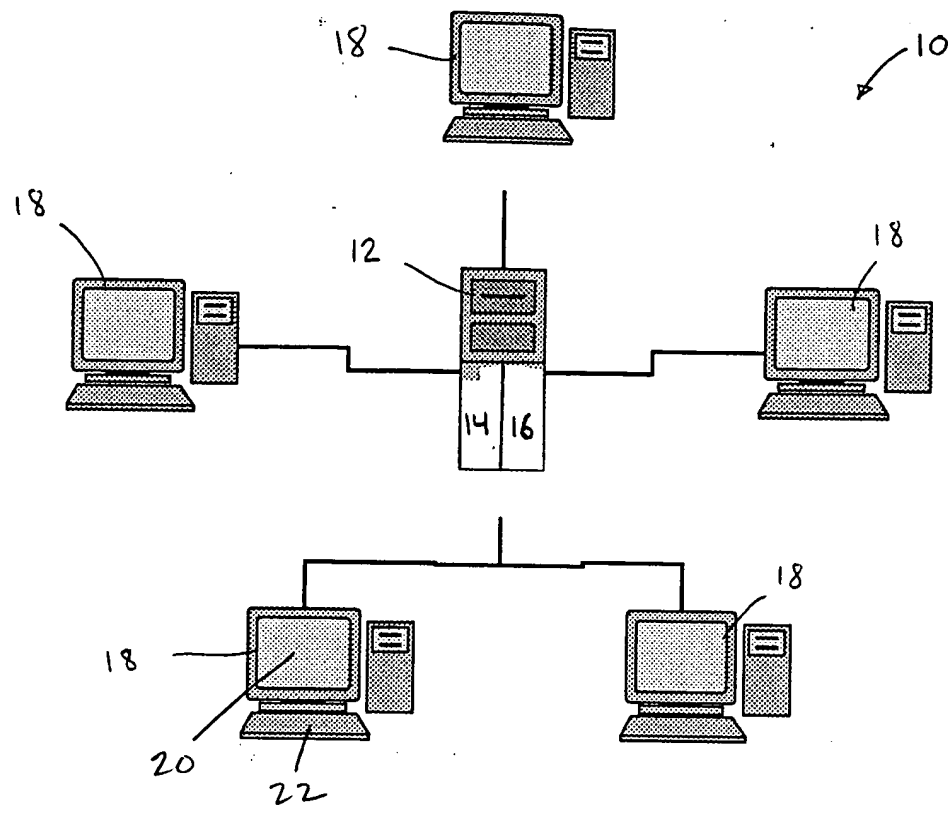


FIG. 1

09757020.032601

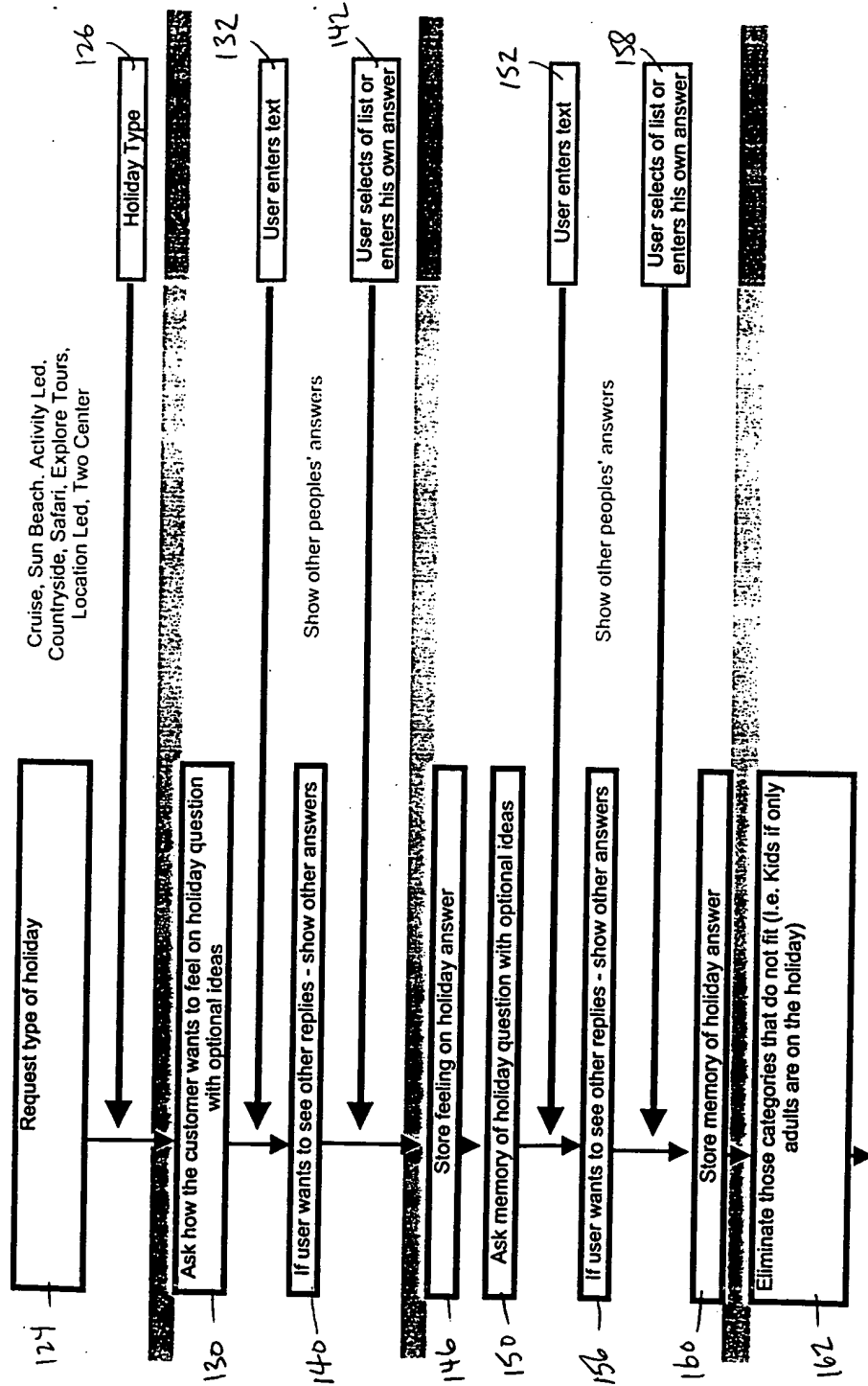


FIG. 2B

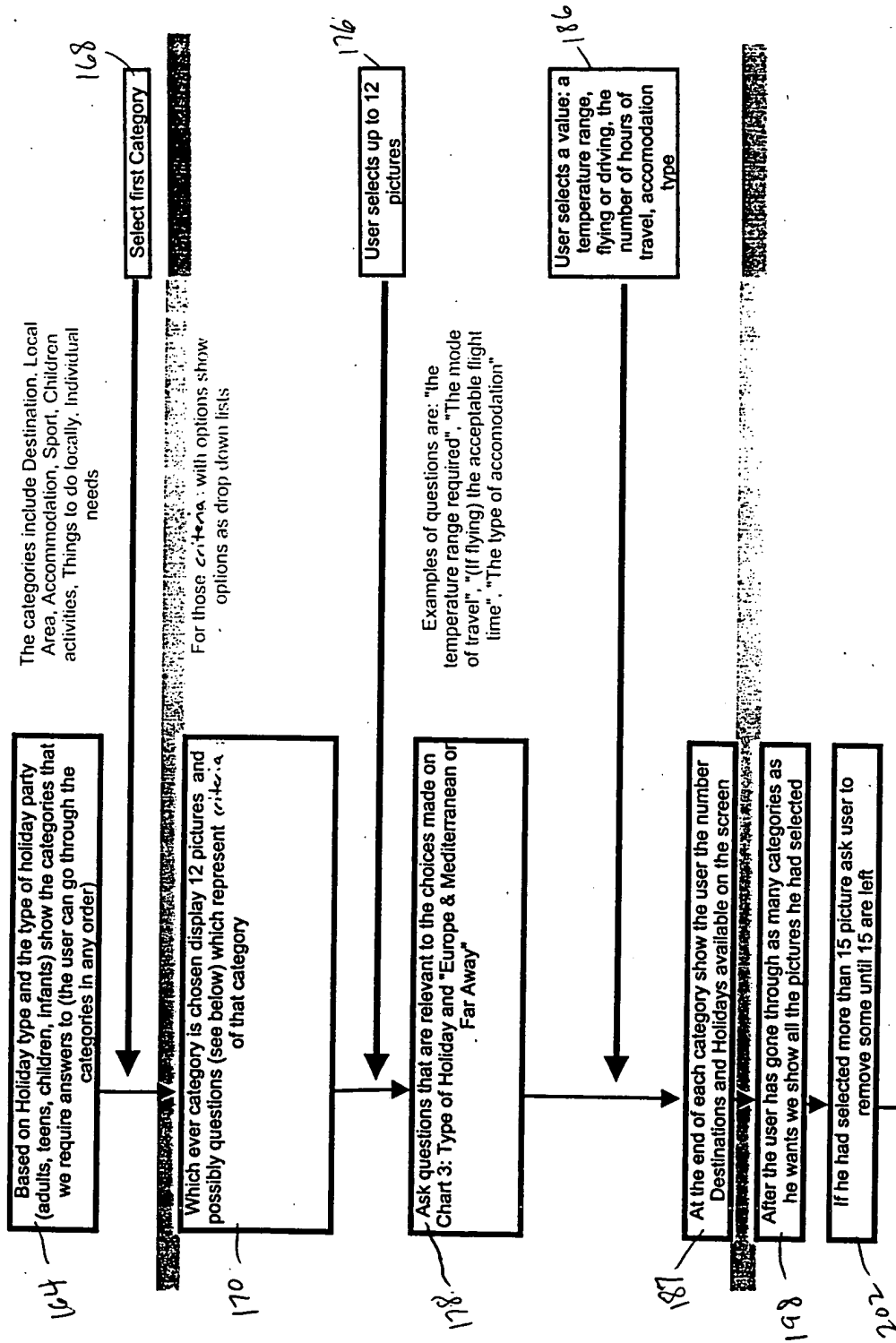


FIG. 2C

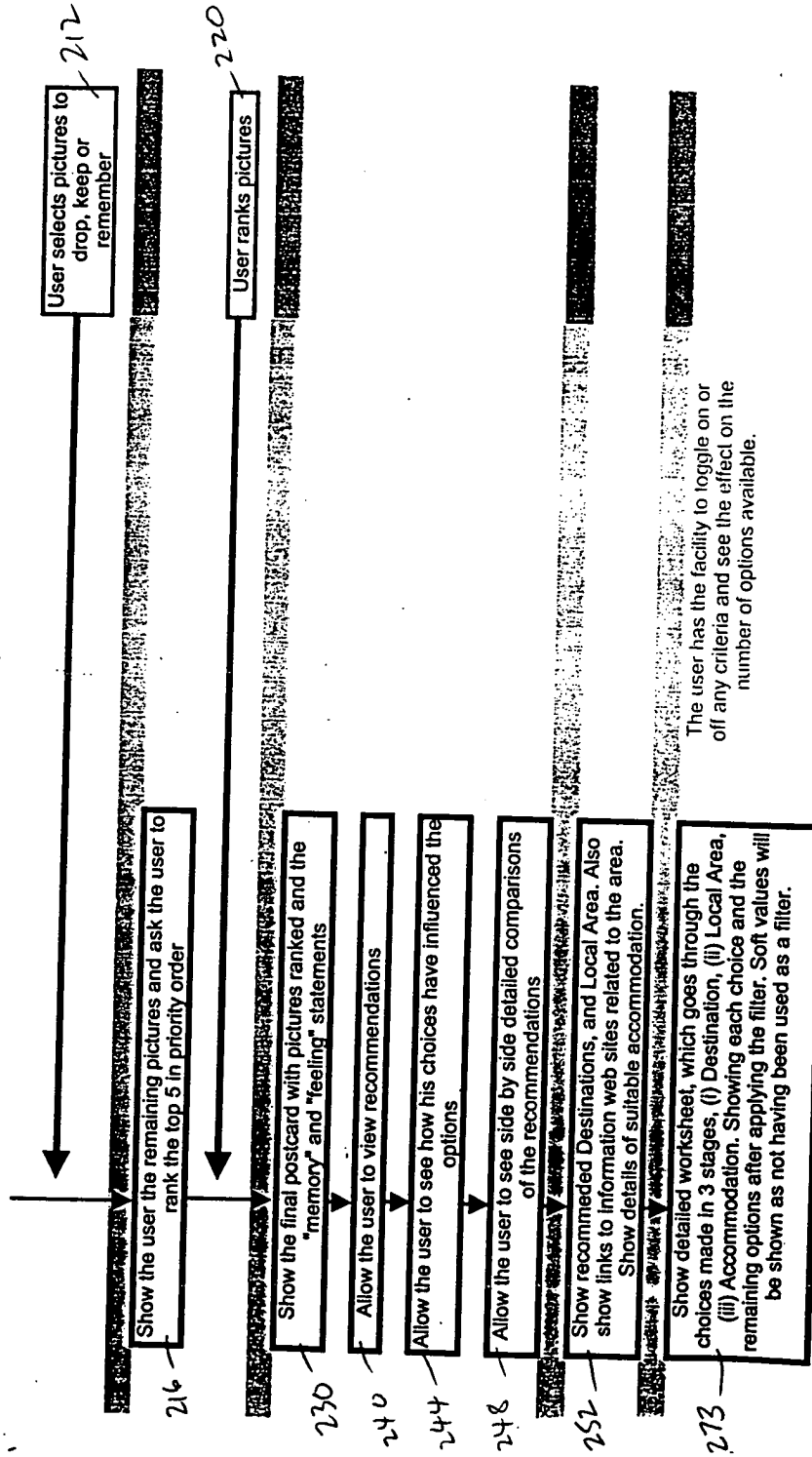


FIG. 20

Airtours
The Holiday Makers

128

134

144

144

Stop & Save

How can we help?
Type of holiday
Getting ideas
Your Postcard
Recommendations

Rob's Postcard

1

2

3

4

5

6

7

8

9

10

11

12

Let's establish the two most important aspects of any holiday?

Firstly,

How do you want to feel on this holiday?

Ideas

Feel free to have a look at what other people have said

done

FIG 3

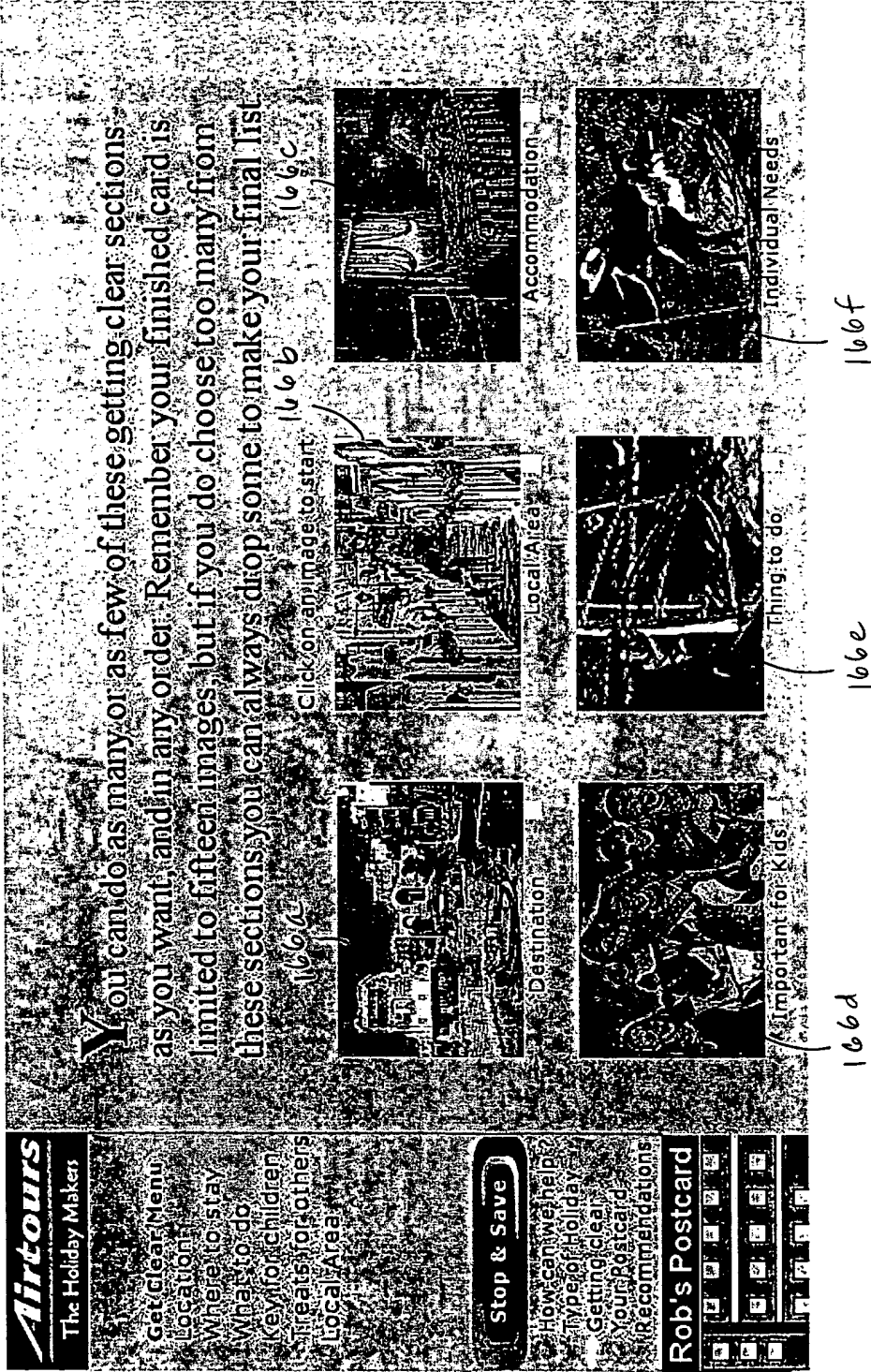


FIG. 5

172

FIG. 6

172a

Airtours
The Holiday Makers

Get Clear Menu
Location
Where to stay
What to do
Key for children
Treats for others
Local Area

Stop & Save
How can we help?
Type of Holiday
Getting clear
Your Postcard
Recommendations

Rob's Postcard

What sort of European/Mediterranean Beach destination do you fancy?

Check white boxes on the ones for you. Not too many!

Places to explore

Lively

Cultural Location

How will you travel? Air ☐ **GO**

What temperature suits? 80 > 90 ☐ 8-12 hrs ☐

What about flight times? 8-12 hrs ☐

Active

Romantic

Holiday Location

Peace & Quiet

Away from it all

New World

Sun, Sea & Sand

Dramatic Scenery

Old World

170

184

180

182

172b

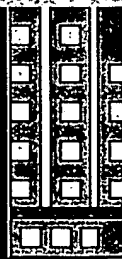
Airtours The Holiday Makers.

Get Clear Menu
Location
Where to stay
What to do
Key for children
Treats for others
Local Area

Stop & Save

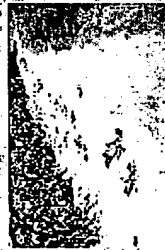
How can we help?
Type of Holiday
Getting clear
Your Postcard
Recommendations

Rob's Postcard



What sort of far away Beach destination do you fancy?

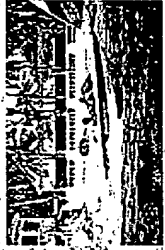
Check white boxes on the ones for you. Not too many!



Sun, Sea & Sand



Peace & Quiet



Active



Adventurous



Dramatic Scenery



Island



Romantic



Lively



Old World



New World



Holiday Location



Cultural Location

What temperature suits? 80 > 90

What about flight times? 8-12 hrs

How much rain is OK? under 3"

Do you mind getting? Jobs No Visa No



FIG. 7

The Holiday Makers

Get Clear Menu

- Location
- Where to stay
- What to do
- Key for children
- Treats for others
- Local Area

Stop & Save

How can we help?

- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

Rob's Postcard

What are you looking for in the local area where you'll stay?

Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.

Go

FIG. 8

The Holiday Makers

Get Clear Menu

Location

Where to stay

What to do

Key for children

Treats for others

Local Area

Stop & Save

How can we help?

Type of Holiday

Getting clear

Your Postcard

Recommendations

Rob's Postcard

What is going to be important for your kids?

Playmates

Games

Kids Club

Children's Pool

Baby Sitting

High Chairs/Cots

Children's Menus

Safe Disco

Safe Beach

Play Area

4-5 Bed Rooms

Joining Rooms

Go

FIG. 10

Airtours
The Holiday Makers

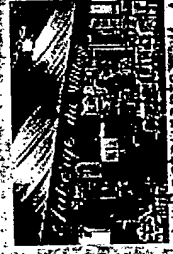
Get Clear Menu
Location
Where to stay
What to do
Key for children
Treats for others
Local Area

Stop & Save
How can we help?
Type of Holiday
Getting clear
Your Postcard
Recommendations

Rob's Postcard

What do you want to do on holiday?

Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.



Restaurants



Family eating out



Shopping



Shopping



Street Cafes



Be pampered



Romantic Evenings



Clubbing



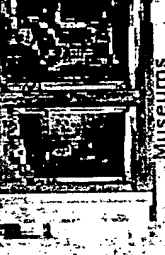
Bike/Car Hire



Beauty Spots



Historic Places



Museums

204

You have selected 23 images, which now need to be reduced to 15.
Please drop 7 by clicking on the tabs to indicate which to keep or drop.
 We will take account of any you drop in evaluating recommendations.

Airtours
 The Hidden Britain

Rob's personal Postcard - May 2001

	1st	2nd	3rd	4th	5th
2 Adults 2 Children					
Europe & Med	Hideaway gems Keep <input checked="" type="checkbox"/> 206	Resort Drop <input checked="" type="checkbox"/> 208	Landmark Cities Keep <input checked="" type="checkbox"/> 206	Romantic Keep <input checked="" type="checkbox"/> 210	Hilltop Retreat Keep <input checked="" type="checkbox"/>
Sun- Beach					
10-14 days	Dramatic Drop <input checked="" type="checkbox"/>	Desert/Island Drop <input checked="" type="checkbox"/>	Resort Keep <input checked="" type="checkbox"/>	Inspirational Keep <input checked="" type="checkbox"/>	Dramatic Keep <input checked="" type="checkbox"/>
Budget: £2000- 2500					
Keep & Drop	Romantic Drop <input checked="" type="checkbox"/>	Lively Keep <input checked="" type="checkbox"/>	Harbour Views Keep <input checked="" type="checkbox"/>	Scenic Coast Drop <input checked="" type="checkbox"/>	Desert Island Keep <input checked="" type="checkbox"/>
	Romantic Drop <input checked="" type="checkbox"/>	Lively Keep <input checked="" type="checkbox"/>	Harbour Views Keep <input checked="" type="checkbox"/>	Scenic Coast Drop <input checked="" type="checkbox"/>	Desert Island Keep <input checked="" type="checkbox"/>

0975020025260

200

FIG. 13

218

Prioritise your top five, which will then appear on the top row of your postcard.
The remainder of your preferences will appear below and will still be used in our recommendations.

Airtours
TRAVEL

Rob's personal Postcard - May 2001





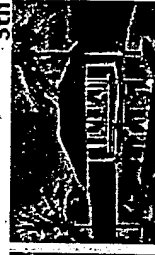











	1st	2nd	3rd	4th	5th
2 Adults 2 Children					
Europe & Med	Hideaway gems Put in my top five: 4	Resort Put in my top five: 2	Landmark Cities Put in my top five: 2	Romantic Put in my top five: 2	Hilltop Retreat Put in my top five: 2
Sun Beach					
10-14 days	Dramatic Put in my top five: 3	Desert Island Put in my top five: 2	Resort Put in my top five: 2	Inspirational Put in my top five: 5	Dramatic Put in my top five: 2
Budget: £2000 £2500					
	Romantic Put in my top five: 2	Lively Put in my top five: 2	Harbour Views Put in my top five: 2	Scenic Coast Put in my top five: 2	Desert Island Put in my top five: 1

FIG. 14

214



2 Adults
2 Children

Europe
& Med

Sun-
Beach

10-14
days

Budget:
£2000-
2500

NEEDS
TRIP & HIRE

Priorities

1st

2nd

3rd

4th

5th

Holiday Location

Kid's Club

Kid's Pool

Games

Exploring

Standard

Full Board

Kid's Menu

Play Area

Snorkeling

Bike/Car Hire

Baby Sitting

Sun, Sea & Sand

Riding

Tennis

SUGGEST

REASONS

COMPARE

Rob's Family Postcard - May 2001

Memory of being a family that I'll cherish forever

Feel happy and away from it all

234 2324 236 232 2324 242 238

SUGGEST = view recommendations. REASONS = how your criteria worked. Change if required

FIG. 15

228 246

09757020-032604

253a

258

256

260

262

264

250


266

268

270

253b

Barbados



Barbados is a small island in the Caribbean Sea, known for its beautiful beaches, coral reefs, and historic sites. It is a popular destination for tourists seeking relaxation and adventure.

St James Beach is a beautiful beach located in St James, Barbados. It is known for its white sand, clear water, and excellent surfing conditions.

MAN is a small island in the Caribbean Sea, known for its beautiful beaches, coral reefs, and historic sites. It is a popular destination for tourists seeking relaxation and adventure.

What to see and do

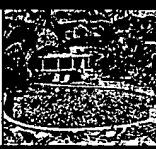
www.barbados.gov.bb

RECOMMENDATIONS

ALMOND BEACH CLUB

Holetown St James

161 rooms, in beautiful 32 acre gardens, all with air conditioning. Choice of restaurants and bars. Beach front; Pools; Tennis Courts; Watersports; Spa, and wide range of pampering and relaxation treatments.



PRICE:
2 Adults x 14 nights @ circa £4125
7 Nights 1229 extra nights 119
Full board; local drinks; and sports


FLIGHTS:
Heathrow: Mon/Thurs/Sun
Gatwick: Daily

AVAILABILITY:
May usually shows some spare capacity.

CORAL REEF CLUB

Holetown St James

85 rooms, in beautiful gardens, all spacious with air conditioning. Choice of restaurants and bars. Beach front; Pools; Tennis Courts; Watersports; Spa, and wide range of pampering and relaxation treatments.

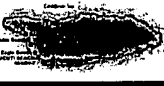


PRICE:
2 Adults x 14 nights @ circa £4538
7 Nights from 1296 extra nights 139
Full board; local drinks; and sports

FLIGHTS:
Heathrow: Mon/Thurs/Sun
Gatwick: Daily

AVAILABILITY:
May usually shows some spare capacity.

Aruba



Aruba is a small island in the Caribbean Sea, known for its beautiful beaches, coral reefs, and historic sites. It is a popular destination for tourists seeking relaxation and adventure.

Palm Beach is a beautiful beach located in Palm Beach, Aruba. It is known for its white sand, clear water, and excellent surfing conditions.

MAN is a small island in the Caribbean Sea, known for its beautiful beaches, coral reefs, and historic sites. It is a popular destination for tourists seeking relaxation and adventure.

What to see and do


www.aruba.gov.bb

RECOMMENDATIONS

ARUBA MARRIOTT RESORT

Palm Beach

411 rooms, in 10 acres tropical gardens, all with air conditioning. Choice of restaurants and bars. Beach front with Pool; swim up bar; Tennis Courts; Watersports; Spa; Sauna; Shops and Casino.



PRICE:
2 Adults x 14 nights @ circa £3098
Room Only
7 Nights from 1069 extra nights 68

FLIGHTS:
Daily via Amsterdam

AVAILABILITY:
May usually shows some spare capacity.

Rob's Postcard

FIG. 16

FO9220 02025260

Airtours
The Holiday Makers

This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	On/Off	139 destinations with 7,500 hotels/villas/appartments
DURATION	10-14 days	On/Off	139 destinations with 7,500 hotels/villas/appartments
TRAVELLERS	2 adults	On/Off	139 destinations with 7,500 hotels/villas/appartments
HOW FAR?	Far Away	On/Off	92 destinations
BUDGET	2500-3000	On/Off	92 destinations
FLIGHT TIME	8-12 hrs	On/Off	36 Destinations
DATE	May	On/Off	36 Destinations
TEMPERATURE	80-90	On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua, Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
RAINFALL	under 3"	On/Off	Aruba, Barbados, China (Peking)
LOCAL AREA	Resort	On/Off	Aruba, Barbados
	Romantic	On/Off	A matter of personal judgement
	Inspirational	On/Off	A matter of personal judgement
	Glamorous	On/Off	Barbados, St James Beach, Auba, Palm Beach
ACCOMODATION	Luxury	On/Off	Barbados, St James Beach x 3. Aruba, Palm Beach x 1
	Full Board	On/Off	Barbados, St James Beach x 3. Aruba, Palm Beach x 1
	Pool	On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1
	Beachfront	On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1
SPORTS	Suba Diving	On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1
THINGS TO DO	Restaurants	On/Off	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort

Stop & Save

- ✓ How can we help?
- ✓ Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

Rob's Postcard



FIG. 17



This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	139 destinations with 7,500 hotels/villas/appartments
DURATION	10-14 days	139 destinations with 7,500 hotels/villas/appartments
TRAVELLERS	2 adults	139 destinations with 7,500 hotels/villas/appartments
HOW FAR?	Far Away	92 destinations
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RAINFALL	under 3"	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua, Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
LOCAL AREA	Resort	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua, Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
	Romantic	A matter of personal judgement
	Inspirational	A matter of personal judgement
	Glamorous	Barbados, St James Beach, Auba, Palm Beach, Grenada, Grand Anse Beach, Antigua, English Harbour, Nevis, Pinney's Beach, Jamaica, Montego Bay
ACCOMMODATION	Luxury	Barbados, St James Beach x 3, Aruba, Palm Beach x 1, Grenada, Grand Anse Beach x 3, Antigua, English Harbour x 1, Nevis, Pinney's Beach x 1, Jamaica, Montego Bay x 3
	Full Board	Barbados, St James Beach x 3, Aruba, Palm Beach x 1, Jamaica, Montego Bay x 3
	Pool	Barbados, St James Beach x 3, Auba, Palm Beach x 1, Jamaica, Montego Bay x 3
	Beachfront	Barbados, St James Beach x 3, Auba, Palm Beach x 1, Jamaica, Montego Bay x 2
SPORTS	Suba Diving	Barbados, St James Beach x 3, Auba, Palm Beach x 1, Jamaica, Montego Bay x 2
THINGS TO DO	Restaurants	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort Jamaica, Montego Bay = Tryall = Half Moon Club

Stop & Save

- How can we help
- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

Rob's Postcard



FIG. 18

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095700 032601



Detailed side-by-side comparison of options

HOTEL	Royal Hideaway	Tamarind Cove
DESTINATION	Mexico	Barbados
LOCAL AREA	Yucatan Peninsula	St James Beach
TRANSFER TIME	45 mins	40 mins
No OF ROOMS	200	166
FULL BOARD	Yes	Yes
DISTANCE TO BEACH	Beachfront	Beachfront
SWIMMING POOL	2 main + 2 relax	4 main + 2 whirl
BARS	3	4
FITNESS CENTRE	Yes	Yes
SAUNA	Yes	No
RESTAURANTS	5	1
ON-SITE ENTERTAINMENT	Nightly	Nightly
SPORTS FACILITIES	Kayaks, windsurfing, snorkeling, catamaran, Sailing, Water Polo, Bike Hire	Waterskiing, Windsurfing, Sunfish & Catamaran sailing kayaks, snorkelling all with tuition
MASSAGE	Yes	No
COCKTAIL PARTY	Weekly	No
CASINO	Yes	No
GOLF COURSE	Nearby	
ROOM SERVICE	Yes	No
GARDEN ROOMS	Yes	Yes
SUPERIOR ROOMS	Yes	Yes
STANDARD ROOMS	Yes	Yes
AIRCONDITIONING	Yes	Yes
TELEPHONE IN ROOM	Yes	Yes
TV + SATELLITE In ROOM	Yes	TV
CD HIFI In ROOM	Yes	No
RATES MAY 7 nights	1397	917
RATE MAY Extra Nights	133	75
RATE MAY Ocean View Twin	17	9
RATE MAY Jun Suit Pool/Garden View		19 19
RATE MAY Jun Suite Ocean view		32

292

Stop & Save

Rob's Postcard



FIG. 19